

VERDE VALLEY
WINE CONSORTIUM



Original Committees

Marketing

Sustainability

Education

Legislative

VVREO's

Role as a Business Incubator

Allowed the
Verde Valley Wine Consortium
To Begin Immediate Operations
As an Industry Trade Association
Under VVREO's 501(c)6
Not For Profit Status

EDUCATION

Yavapai College –

Wine History and Appreciation Courses

Viticulture/Viniculture Classes

Chemistry Department Involvement

Vineyard Development

Green House Development

Intern Programs

FFA Projects

State Education Programs

SUSTAINABILITY

- Viniculture is an Organic/Green Industry
 - Vitis Vinifera is an Arid Region Plant
 - MUCH Lower Water Needs than Alternative Land Usage
 - Solar and Renewable Energy Projects
 - Pursuit of Grants and Stimulus Funds
- Gray Water and Effluent Application Studies
 - Green Building Projects

LEGISLATIVE

- Communication with Local and County Governmental Agencies
- Communication with Governor's Office
 - Involvement with Arizona DOC
- AOT: The Verde Valley Wineries are now a "DESTINATION DRIVER"
 - Have Launched an Economic Impact Study with the U of A

MARKETING

- Overwhelming Media Support/Media Tours
 - Heavy Event Involvement has Led to the Creation of an Events Committee
- Successful Membership Recruitment has Led to the Creation of a Membership Committee
- Massive Support of Other Organizations' Fund Raisers and Yavapai College Programs
- Web Site and Extensive Use of Social Media
 - Work Led to the Development of the Verde Valley Wine Trail

VERDE VALLEY WINES:

Quality Before Quantity!

- Consistent High Scores From Trade Publications such as the Wine Spectator
- Multiple Awards from Competitive 'Blind Tasting' Competitions
- Represent a Multi-Million Dollar Business Investment in the Verde Valley
- Sales have Doubled in the Last Year!

AND JUST WAIT
UNTIL NEXT MONTH
WHEN THE MOVIE
PREMIERS!

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